

3-30-1973

## The Bison, March 30, 1973

Follow this and additional works at: <https://scholarworks.harding.edu/thebison>

---

### Recommended Citation

The Bison, March 30, 1973. (1973). Retrieved from <https://scholarworks.harding.edu/thebison/1017>

This Newspaper is brought to you for free and open access by the Archives and Special Collections at Scholar Works at Harding. It has been accepted for inclusion in The Bison by an authorized administrator of Scholar Works at Harding. For more information, please contact [scholarworks@harding.edu](mailto:scholarworks@harding.edu).





## Agnew to air views at H. C.



Spiro Agnew, Vice President of the United States, will speak at Harding April 12 at the 36th Freedom Forum of the National Education Program.

By Mackye Simpson

Vice President Spiro T. Agnew will be the feature speaker at the National Education Program's 36th Freedom Forum to be held Thursday, April 12, on campus according to Glenn A. Green, executive vice-president of NEP.

The purpose of the annual forum is to air some of the problems facing America and develop some means of solving them. The theme this year will be "Is the News Media Objective? Biased?"

According to Dr. George S. Benson, president of the NEP, "The prominent journalists in the printed and broadcast news media who have expressed dismay and alarm over what they describe as 'bias,' ideological monopoly and arrogant power of some of the major organs of news dissemination (particularly TV news), all urge that public opinion be mobilized to force a return to objectivity in news and information handling."

"The issues of news bias and newsman immunity from grand jury subpoenas constitute major controversies raging throughout America today. The American people are showing deep concern about their own vital stake."

(See Agnew p. 2)

## Services revealed to students

By Bev Choate

Did you know?

Have you ever wanted to get a letter off to someone on campus and not have one cent to buy a stamp? Did you know that there is a main box near the entrance to the student center where you can drop your letters addressed with a name, room number and dormitory and that it will be delivered postage free? It's a service uniquely called the campus mail.

Did you know that the Emerald Room (upstairs in the student center) is open at the following times —

Monday ..... 6-10 p.m.  
Tuesday .. 10-1:30 p.m., 6-10 p.m.  
Wednesday ..... 7-10 p.m.  
Thursday 11-1:30, 6-10 p.m.  
Friday ..... 6-11 p.m.

Saturday ..... 1-4, 6-11 p.m.

Sunday ..... 1-4, 6-10 p.m.

You may play ping pong or other games, checkers, etc.

Did you know that upstairs in the ad. building in Dean Campbell's office there is a black board called the "Buck Board" where college students may borrow \$5.00 and pay back on the date agreed upon?

Once upon a time that old United States map sitting on the wall near the bookstore served a purpose. Notice the hooks on the wall next to it? Well this service is about to be revitalized. Cards will be available there for those who want a rider or who need riders for trips away from campus. It's a little late in the year, but at least it may help some with rides home at the end of the term.

## Office petitions for S.A. reach 10

Competing for S.A. president are juniors Mike Justus and Chris Clark.

Vice-presidential hopefuls are seniors John Farmer and Doug Kilgore, and juniors Jo Stafford, Phil Herrington and John Brunner.

Running unopposed for secretary is junior Elaine Shipp.

Vying for treasurer are juniors Matt Comotto and David W. House.

Officer elections will be Wednesday and petitions for S.A. representatives should be in Tuesday by 10 p.m.



Kent LaVoie, alias Lobo, will be appearing in concert at Harding next Friday night at 8.

## Lobo to emerge April 6 for campus concert in gym

By Susan Bradley

"Hey kid, do you want to make a record?"

Since answering that simple question, Lobo has emerged with phenomenal impetus on the music scene. Harding students will have the opportunity of hearing this popular young singer next Friday at 8 p.m. in the gym.

His chance meeting with the questioner, Phil Gernhard, now his producer-publisher, resulted in the 1971 release of "Me and You and A Dog Named Boo" and a million-selling gold record for his first singing-songwriting efforts.

"I'd Love You To Want Me," from Lobo's "Of A Simple Man" LP for Bell, quietly emerged as the No. 1 record in the country.

Lobo, whose real name is Kent LaVoie, is of French-Indian heritage. He enjoyed a childhood and early youth which could be termed average American — not very poor, not very rich, not very happy, not very sad.

LaVoie came to record at producer Phil Gernhard's invitation while singing his way through St. Petersburg, Fla., Junior College, aiming for a veterinary career. He acquired the nickname of Lobo during his schooldays, and when asked as to the choice of "Lobo" meaning timber wolf he replies, "I honestly don't remember. I hope one of my friends from school will call and let me know."

A stint in the Army followed during which Lobo concentrated on writing. In the spring of 1971, "Me and You and A Dog Named Boo" was written, recorded, and became one of the best selling songs of the year. Two other hit singles followed: "She Couldn't Do Magic" and "I'm the Only One." In December 1971, Lobo withdrew from live appearances to write and record all the material for his current album, "Of A Simple Man" including "Don't Expect Me to Be Your Friend."

## Harding triumphs 2nd time in a row

# Business team wins national championship at Emory



Harding's business team, composed of junior David W. House, senior Ron Coleman, junior Phil Herrington, Dr. Billy Ray Cox, senior Randy Brewer, team advisor David Burks and junior Sam Yeager shows 1st place awards won at Emory March 3.

By Mackye Simpson

For the second year in a row, the Harding College business team won the national championship at the March 3 Emory University's eighth annual Intercollegiate Business Games in Atlanta.

The team is composed of Randy Brewer, Ron Coleman, Phil Herrington, David W. House and Sam Yeager. It is the first time in the history of the games that any school has won for two consecutive years. It is the third time Harding has won the Emory games.

The H.C. team edged by Notre Dame University to win their industry competition for the fourth time in the last five years. The team ended the competition with the highest net earnings, the highest absolute stock price and the highest return on investment and they were the only team within their industry to have a positive net earnings figure.

According to David Burks, team advisor, much of the judges' decision on the winners within the industry has based on a question-answer session on Friday, which was "outstandingly led by senior Ron Coleman and junior Sam Yeager."

After Harding won their in-

dustry Friday, they went into competition with the winners of the other industries for the overall championship. Herrington presented their strategy on Saturday and they were awarded the first place trophy on the basis of it.

In reference to the team, Burks said, "I was most impressed with the long range determination of the team to win the championship for the second year in a row. The team had ample reason to become discouraged in as much as they were in a losing industry and they were inexperienced and lost significant amounts of money in the early quarters of competition."

"However, the team would not be discouraged and continued to work diligently and was able to see the results of some highly significant and difficult decisions made early in the competition pay off in big ways during the close of the competition. The team certainly deserved the victory as they analyzed the total market correctly and acted upon their analysis."

Ray Cox, Vice President Billy Ray Cox, the other team advisor, had this to say, "As a coach of Harding Business Games teams for nine years and one who has coached

(See Business Team p. 3)



## From the Editor's desk:

# Have candidates, will campaign - this time

Let's have a slambang, speech-making, baby-kissing, red-white-and-blue-straw-hat-tossing, brass-band-playing, grandstand-campaigning kind of downhome politicking S.A. officers election.

At last the Student Association has a slate of candidates to choose from. No more of this everyone-unopposed garbage. This time last year we editorialized on the dominant characteristic of Harding politics — APATHY is wishy-washy gray capital letters.

But alas, it seems now the art of campaigning in order to win elections has been revitalized and reinstated as official practice right here at formerly apathetic Harding College.

*The Bison* proposes that not only the presidential candidates be required to present platform speeches in chapel but that each candidate for each office submit an oral outline of his goals if elected. Every politician should engage in a little p.r. work.

Since talks by each of the numerous contenders might stretch Monday's chapel beyond anyone's powers of patience, we would like to see an old-fashioned rally tomorrow on the front lawn to kick-off the four-day campaign. A real political rally with heartfelt speeches and maybe some strawberries and ice cream.

We the student-voters could get a look at those unknown nominees, listen to their ideas, confront them with our ideas and then have an intelligent basis on which to cast our votes Wednesday.

If the streamers and megaphones can't be found in time or if it rains, there is a semi-equal proposal. KHCA has promised some of the radio's prime time for a 720 AM version of "Meet the Press" — the candidates at the mercy of the men and women of the campus press corps.

It may lack the patriotic gaiety of a live rally but the purpose of bringing the candidates to their constituents will be well accomplished. Listen in chapel for the announcement of the broadcast time.

Rather than blindly urging you to vote for the sake of numbers at the polls, *The Bison* today encourages you to vote with thought on Wednesday.

— K.B.



R  
C  
R  
O  
S  
S  
A  
D  
S

## Old book will still slay same Goliaths



## The Harding BISON



"Liberty is Found in Doing Right"



Editor ..... Kathy Burton  
Associate Editor ..... Robyn Smith  
Columnists ..... John Brunner, Allen Black, Phil Carroll, Doug Heimburger  
Women's Sports Editor ..... Karen Holland  
Men's Sports Editor ..... King Buchanan  
Photography Editor ..... Tom Estes  
Proofreaders ..... Holly Overbey, Bill Robertson, Connie Rogers, David Staggs  
Business Manager ..... Richard Taylor, Jr.  
Staff Accountant ..... Ricky Betts  
Sponsor ..... Dr. Neil B. Cope

Official weekly newspaper published during the regular academic year except holidays and examinations weeks, by Harding College, Searcy, Arkansas.

Subscription Rates: \$3 per year  
Second Class Postage Paid at Searcy, Arkansas 72143

By Allen Black  
T. W. Brents published 99 years ago the results of fifteen years of work under the title *The Gospel Plan of Salvation*. For many years this 672-page book was a standard tool, a giant killer which helped to rid the religious world of a lot of denominational error. Today, although the book has fallen into disuse, it will still kill those same giants.

"While it is directly addressed to the alien, we hope it will aid the young disciple in obtaining a more extensive knowledge of the 'form of doctrine' by which he was made free from sin; especially will young preachers find it a valuable compend of argument and critical authority in elucidation of many subjects which they will find it necessary to examine" (p. iv). This purpose statement, made by Brents in 1874, is still generally valid nearly a century later.

Brents begins his book with a

145-page section of five chapters refuting Calvinism; sweeping through predestination, election, reprobation, hereditary depravity, et. He has a particularly good 40-page section in which he takes apart each Calvinistic proof text one by one.

This part of the book has lost some of its appeal because of the scarcity of pure Calvinists today; but then again, our modern denominational world is still built on a modified Calvinist base that has its roots (and logical conclusions) in the Calvinism Brents laid to rest a century ago.

Following the section on Calvinism is a 40-page section concerning the establishment and identity of the church. Then, the next 380 pages deal with the gospel plan of salvation. Brents discusses what the new birth is, the nature of faith and repentance, confession, and the mode, subject, and design of baptism.

He supplies one of the most extensive studies of these subjects ever published by our

brethren. Some of the lexical and historical arguments are a bit dated, but 1973 readers would probably be surprised how little the basic issues have changed. The last 90 pages make significant comment on the work of the Holy Spirit.

This book is a powerful concentration of argumentation for some facets of what the Restoration Movement is all about. This "Crossroads" and the last one on Kurfees' book are aimed at getting a few people to forget our hang-ups about "old" books and look at these books on their own merits. Much of the more recent material is rehash of old works like Brents and Kurfees. The issues have not changed radically at all.

Why not turn to these tried and trustworthy old books for guidance? Why must we cut our teeth on men like Bonhoeffer, Barth or Dodd instead of good work done by our own brethren like McGarvey, Lard, Kurfees or Brents?

## Agnew...

(continued from p. 1)

That's why we have selected these issues for our April 12 Forum."

Dr. Benson will give the keynote address at 9 a.m. and will close the forum at 3:45. The Vice President will speak at 11 a.m. in the Main Auditorium.

Bormann, who will speak at 9:45 a.m. in the Heritage Auditorium, is past president of the Radio-TV News Directors Association of America, and has won more Peabody Awards (for outstanding achievement in news broadcasting) than any other broadcaster in America.

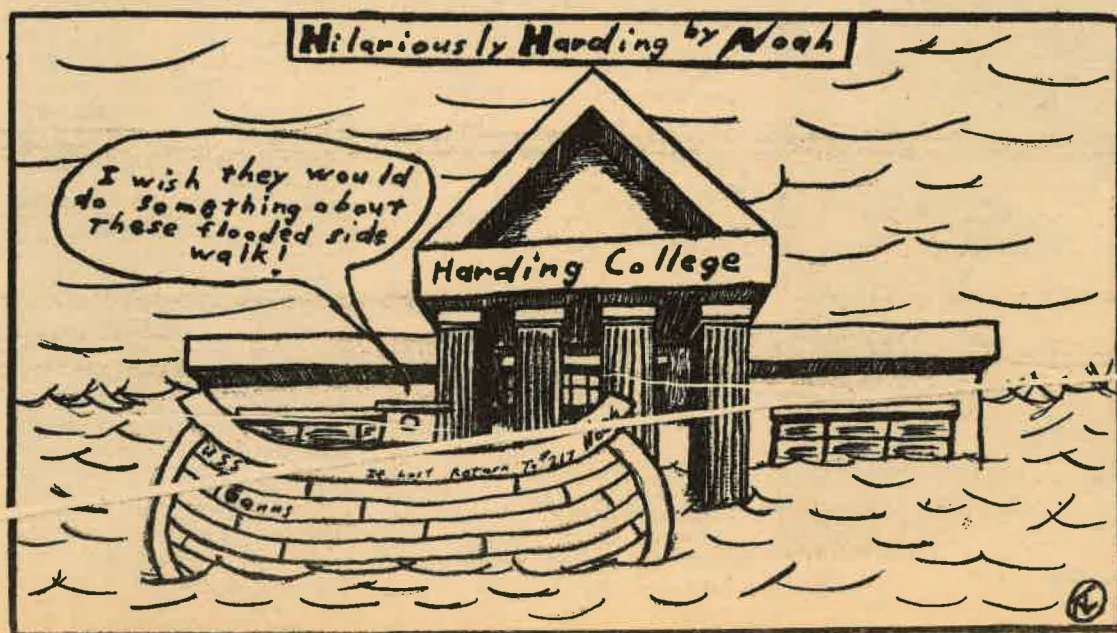
Edith Efron will begin the afternoon session at 1:30. Miss Efron is contributing editor of TV Guide, the most widely cir-

culated weekly magazine in America. She is the author of feature articles published in some of the most outstanding periodicals in our country and is author of the documentary book, "The News Twisters."

Professor Kalish is executive secretary of Accuracy in Media, a private nation-wide press council.

All speeches will be given in the Heritage auditorium except Agnew's, which will be in the Main Auditorium.

The \$20 registration fee, which includes a noon steak luncheon, will be reduced to \$10 for all Harding students. Registration forms are available from either Green or Dr. Benson in the National Education Programs Offices in the American Heritage Center.





# So men thinketh, so goes world

By John Brunner

Professor Ludwig von Mises states in his work, Human Action, "The masses, the hosts of common men, do not conceive any ideas, sound or unsound. They only choose between the ideologies developed by the intellectual leaders of mankind. But their choice is final and determines the course of events. If they prefer bad doctrines, nothing can prevent disaster."

Lord John Maynard Keynes, although differing in his economic philosophy from Von Mises, wrote, "The ideas of economists and political philosophers, both when they are right and when they are wrong, are more powerful than is generally understood. Indeed, the world is ruled by little else. Practical men, who believe themselves to be quite exempt from any intellectual influences, are usually the slaves of some defunct economists."

I firmly believe that Christ has provided some sort of pattern for society that provided maximum freedom for the unsaved individual to come to a saving knowledge of Christ. This pattern should also provide the potential

for the Christian to live to experience a life of inner happiness and stability.

Moral questions are involved in economics. Study and discernment is needed if Christianity is to be continually advanced, or even worse, to prevent the collapse back into the "Dark Ages" of 6th century western Europe. Christian liberty is not self-perpetuating. The discipline and distractions of nations is the broken record of the past.

Leonard E. Read, in his speech "How to Advance Liberty" beautifully stated, "Ideas, be they right or wrong, are indestructible. The only possible change is people's attitude toward them. There is indifference or acceptance or rejection. Ideas on liberty are greeted more by indifference than by rejection, an attitude that tends to harden if left undisturbed."

"But when we try to turn indifference into acceptance by obtrusive and officious methods we get only rejection for our pains and, for good reason: these are not the methods of liberty."

What will turn indifference into acceptance is the attainment of

wisdom through the grace of God.

The Bible will lead you to a knowledge of economics. God's more than indifferent to our life here on earth. He's interested in the whole man.

## KHCA Program Log

Mon., Wed., Fri., 6:45 a.m.-8:45 a.m. — Art and Don Show  
Tues., Thurs., 6:45 a.m.-8:45 a.m. — Lynn Terry Show  
Sat., 2:30 p.m.-5 p.m. — Kentucky Women Show, Patty Williams  
Fri., 10 p.m.-1 a.m. — Glenn Claude Request Show

Current popular requests played.

Sat., 10 p.m.-1 a.m. — Lyle Thomas Request Show  
Music of the past, the "solid gold of K.H.C.A." played.

Mon.-Thurs., 10:30 p.m. — Moore-Shores Report, 15-minute rap-up of important international-state news, along with sports and campus news.

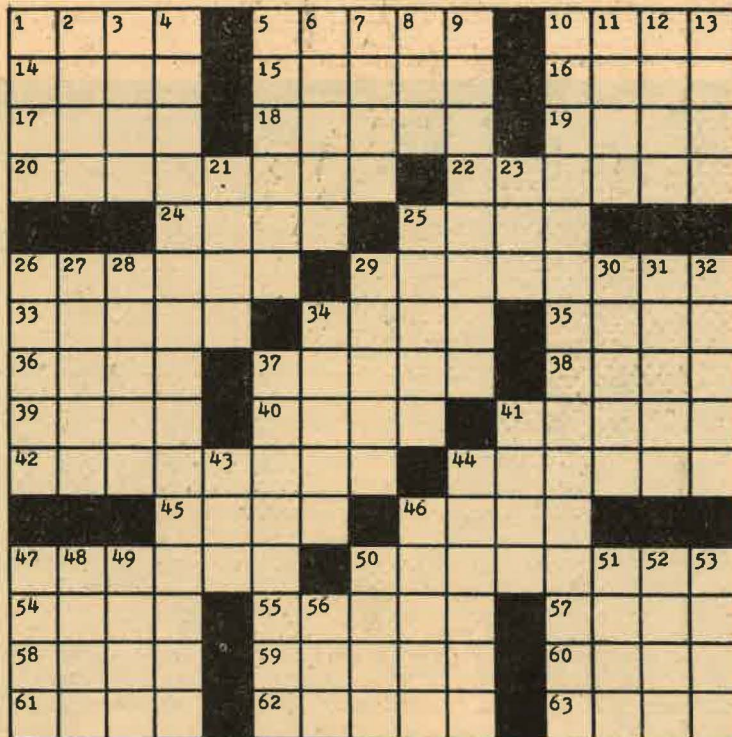
K.H.C.A.'s D.J. of the Week" is Joe Corum. Be sure to tune into Corum's Show Wed. 7-10 p.m., Thurs. 10-12 p.m.

## Business team. . .

(continued from p. 1)

five national champions, I believe that this year's national champion Harding College Management Team is the greatest ever. During one weekend they came from third in their industry to No. 1 in the nation.

"Phil Herrington's presentation was the best ever given at any competition, and the work of Sam Yeager, Ron Coleman, David W. House and Randy Brewer was outstanding in every way. It is great to have young men like these at Harding and to be able to continue to set the standard of excellence in business game competition in this nation."



By EDWARD JULIUS

### ACROSS

1. Early Explorer
5. Group of Eight
10. American Inventor
14. Ceylon Aborigine
15. Baron
16. Wall Part
17. Help
18. Large Crowd
19. French River
20. Educators
22. Natural Ability
24. Rabbit
25. Lounge About
26. Vacillates
29. Abhorred
33. Watchful
34. Opera Singer
35. Column Part: Var.
36. Girl's Nickname
37. Path
38. Dog's Name
39. Comparative Word
40. Vandals
41. Speak
42. Place of Employment
44. Theater Employees
45. Bumpkin
46. To One Side
47. Move Quickly
50. Glistens
54. Sightseeing Trip
55. Frome
57. Small Quantity
58. Military Branch
59. Reich
60. Historic Ship
61. Style
62. Miss Berger
63. Growl

### DOWN

1. French State
2. Ceremonial Garment
3. Notion
4. Salinger Novel
5. Additional Ones
6. Task
7. Sailors
8. Finish
9. Abstinence from Drink
10. Tennyson Work
11. Flower Container
12. East of
13. Kind
21. Movie Cowboy
23. Beer
25. Overalls
26. Los Angeles District
27. Hawaiian Greeting
28. Corrupt
29. Girl's Name
30. Hackneyed
31. Senior
32. House Essentials
34. Inebriated
37. Growths of Bushes
41. Drug Taker
43. Italian Pronoun
44. African Country
46. Separated
47. Photocopy
48. Conservative
49. Cut of Beef
50. Leg Part
51. Next to 49-Down
52. Active Volcano
53. German State
56. Article

## MASON'S

125 S. Spring

268-6779



FLOWERS  
FOR ALL  
OCCASIONS

We Put Our "HEART"  
In Our Flowers

## SAVINGS CERTIFICATES...

choose  
your  
rate!

5 1/4

6 Months  
1,000 Minimum  
\$500 Add To

5 3/4

1 Year  
1,000 Minimum  
\$500 Add To

6%

2 Year  
5,000 Minimum  
1,000 Add To

Our Savings Specialists Are Available To Council With You At All Times.— Come In Today — We Welcome Your Account.

All Interest Compounded Quarterly



Searcy



FEDERAL SAVINGS  
AND LOAN ASSOCIATION

401 WEST ARCH AVE. PHONE 268-2436 SEARCY, ARKANSAS 72143

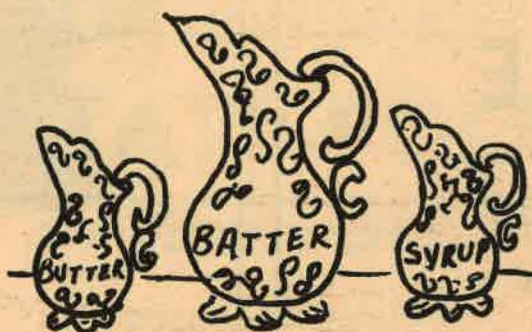
Why don't you call  
**CRUM PET SHOP**  
268-8086

for  
Tropical Fish,  
Small Animals,  
and Supplies



## DELTA LADY GIFT SHOP

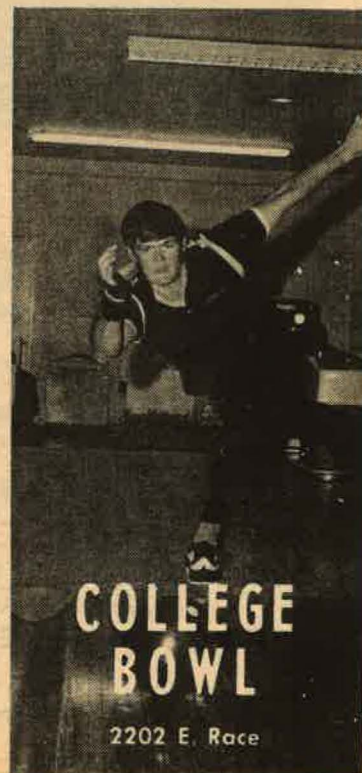
120 E. Arch



We Have Imported, Creative,  
And Inexpensive Gifts For  
Someone Special

## Umps needed

Applications for umpires in the Searcy summer baseball program (Buddy League, Little League, Pony League and American Legion) should contact Derrell Williams at 268-3556 or 268-9585.



COLLEGE  
BOWL

2202 E. Race



# Lettermen entertain,

By Robyn Smith

The Lettermen, renowned singing trio, razed the Harding stage Monday night by singing old and new romantic songs in their famous soft-blending harmonious style.

Performing for two and a half hours before a near capacity crowd in the Main Auditorium, Lettermen Tony Butala and Jim Pike and Gary Pike delivered renditions of songs ranging from

"The First Time Ever I Saw Your Face" and "Maria" to their own infamous "Shangrila," "Put Your Head on My Shoulder," and "I Think I'm Going Out of My Head."

With the instrumental group Signs serving as back-up band, the Lettermen gave a completely live show, including audience participation in "Going to Kansas City," and "Joy to the World."

The Lettermen got together 12 years ago. "We didn't get together in college," Tony Butala said, "we got together in 1961."

They chose the name "Lettermen" because "at that time those kind of names were in — that was 12 years ago," Jim Pike commented.

All now live in the Los Angeles area; Butala is a native of Pittsburg, and the Pikes, who are brothers, are from Idaho.



Tony Butala of the Lettermen sang explanations to the audience during his solo before intermission.



Singing their own renditions of popular tunes, The Lettermen performed Monday night before a nearly full house.

## SECURITY ASSOCIATES Distributors of 3M Security Systems

JOIN US  
AND HAVE A \$UCCE\$\$FUL \$UMMER



Kelly

Yeager

Hicks

Campus Representatives

NOW RECRUITING AMBITIOUS  
AND HARD WORKING YOUNG MEN

Contact One Of The Above Men or Mr. Gary Bartholomew

One-Hour Service At  
No Extra Charge



1414 E. Race

268-6600

## 1¢ SALE

First garment regular price  
Second garment 1¢

MARCH 29 — APRIL 4

Sorry! No Party, Furs, Evening Wear  
or Household Articles at This Low  
SALE PRICE!

3-Day Service on Sale Price



# dazzle Harding stage

March 30, 1973

THE HARDING BISON, Searcy, Ark. 5

All three are married, with Butala being the only one who has children, ages 3 1-2, 2 1-2 and five months.

The Lettermen do around 50 shows a year now. "It's cut quite a bit down from what we used to do — we used to do maybe 100 to 150," Butala said.

When asked about their top rating given by Billboard Magazine, Jim Pike answered, "at one time we were, but we were doing so many it got ridiculous... we were killing ourselves."

In describing their unique sound, Jim Pike said, "We've never really tried to change. We try to keep a certain sound people

can identify with... (our music) will still sound "Lettermen" but it will sound 1972 or '73 or '65 or '61."

Butala added, "The Lettermen style is something that happens when we sing. There's no secret formula. It's just us singing."

"If three other guys sing the same note," he continued, "it wouldn't sound the same as when we sing it."

What about the future? Well they pointed out that the Mills Brothers have been together for 45 years of singing.

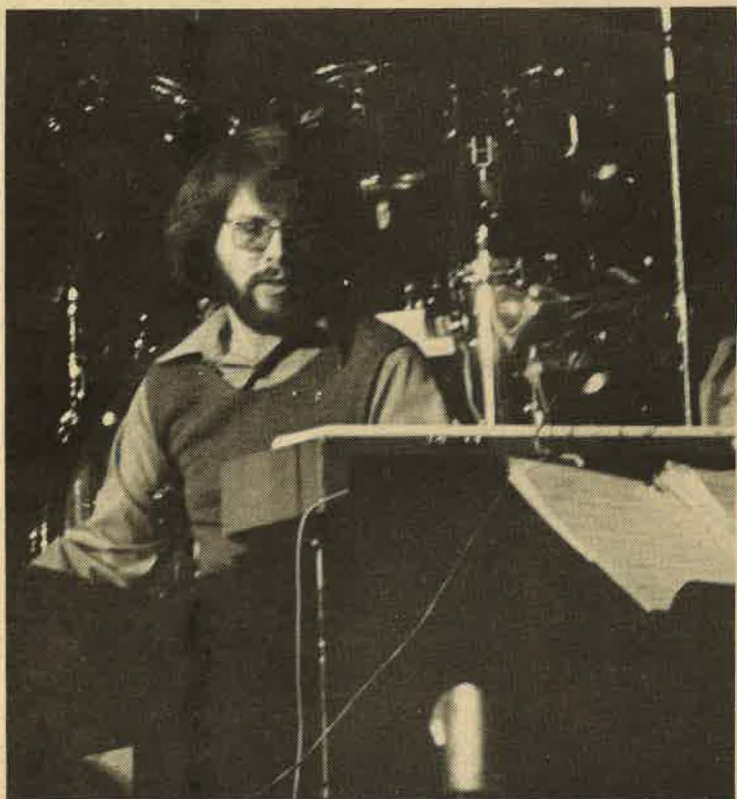
"If there's people around to support us, we'll be there to sing it," Butala said.



Butala and Jim Pike harmoniously sang "I Believe in Music" upon first coming on stage.



Gary Pike crooned about a "beautiful Sunday" during his solo in the program's first half.



Key man during the show was the organist, who directed the entire program while also playing two different types of keyboards.



**h.i.s**  
SPORTSWEAR

Walton  
Sophisticated, suave... just right for the  
informal party or the afternoon dansant...  
a must by H.I.S.

**Gothern's**  
**MEN'S STORE**  
SEARCY, ARKANSAS



**Raffler**  
SCULPTUR-KUT

**WYATT-POOLE**  
**BARBER SHOP**

Appointments Available

Three barbers to serve you

OPEN 7:30 A.M. — 5:00 P.M. TUESDAY—SATURDAY  
Northside of Court Square 268-9335



Serving you...  
with

**Quality Photographs**  
Color or Black & White

- Club Banquets
- Job Application
- Engagements
- Weddings
- Passports

Phone: Ext. 341 or 268-8431  
Residence: 268-3965

**HERMAN WEST**  
ON THE CAMPUS



# Stan Green, publicity director, takes All-American number 10

By King Buchanan

Stan Green, director of public relations, was recently awarded his tenth All-American voting in seven years for a sports brochure.

This last All-American rating was given for the "Harding '72" brochure on football. This is the third such rating that Green has received for football. He has previously received two spring sports All-American ratings and five for basketball brochures.

"Our department acts as Harding's publicity and public relations departments combined," said Green. "We work close with developing programs and with just about every avenue that the school comes in contact with the public. We make all official news releases, all official college publications, the general catalog, and the administration brochure packet."

Sending out questionnaires to the various schools to be played in football the next fall the publicity department begins its work on the annual football brochure in March. During the

summer they work on the brochure on and off so that by the first of August most of material may be turned in to be printed up and the brochure ready by the first of September.

"Because we are a private and small school this brochure is important in two ways. It first acts as a press tool for the newspapers, the radio and television. It gives all these people a lot of information for them to work with. Secondly, the brochure is also used as a piece of material for the coaches to recruit players with. I would say that the brochure is used 60-65 percent of the time in recruiting and informing prospective athletes of Harding."

"Senior Tim Bruner did a lot of work on this year's brochure," said Green. "It is the first time since I have been here to have a student work in the sports field and he has done a tremendous job. Bruner handled most of the football news this past year and worked extensively on the proofreading and final preparations."



P.R. Director Stan Green produced another All-American football brochure.

## Alpha Phi Gamma will install 31 Harding campus journalists

By Beverly Jacques

A total of 31 students will be installed into Alpha Phi Gamma, honorary journalism fraternity, Tuesday for their participation in collegiate student publications or news bureau at Harding College during the past year.

To be eligible for active membership, a college student must have held either a major position, such as editor, associate editor, news editor or business manager, of a campus publication or news bureau for one semester, or a minor position for two semesters. He must also have at least a 2.5 GPA and sophomore standing.

Those being installed for their participation in the publication of The Bison include: John Brun-

ner, King Buchanan, Kathy Burton, Phil Carroll, Tom Estes, Alice Landrum Geary, Doug Heimburger, Karen Holland, Mike Justus, Marceline Lasater, Bill Robertson, Robyn Smith, David Staggs and Susan Woods.

For their work on the Petit Jean, these will be installed: Ken Beck, Debbie Betts, Jan Brewer, Tim Bruner, Ronald Coleman, Connie Dabbs, Barbara Franklin, Beth James, Mike James, Ken Kendall-Ball, Marlene Langston, Judy Scammerhorn, Rosemarie Shearin, Jana Smith, Susan Southard and Jo Stokes.

Also, Rene Rice is being honored for her work on the Harding Bulletin of the Publicity Office.



Six of Harding's eight 1973 Outstanding Educators grin at the photographer: Mrs. Jo Cleveland, Dean Ted Altman, Dr. Bryce Roberson, Dr. Steve Smith, Dr. George Woodruff and Dr. Bill Oldham. Jimmy Allen and Dallas Roberts aren't pictured.

## Book names 8 profs outstanding

Eight Harding College faculty members have been chosen for inclusion in the 1973 edition of Outstanding Educators of America.

They are Jimmy Allen, associate professor of Bible, Dr. Ted Altman, associate professor of health, physical education and recreation, Mrs. Jo Cleveland, assistant professor of English, Dr. Bill Oldham, associate professor of mathematics, Dallas Roberts, associate professor of political science, Dr. Bryce Roberson, associate professor of biology, Dr. Stephen Smith, assistant professor of mathematics and Dr. George Woodruff, associate professor of biology.

Nominated by the college this year, they were selected on the basis of their professional and civic achievements. Selection guidelines included classroom talents, contributions to research, administrative abilities, civic service and professional recognition.

David Mathews, president of

the University of Alabama, wrote in the 1972 edition, "There is indeed a time and a season for all things, and this time, this decade, for educators is going to be a decade for change. Institutions need ideological leadership

rather than more elaborate defenses of present operations or more romantic assessments of past accomplishments. Moreover, our leadership must not only be humanistic, but humane and human."



Salutes

**ZEARL WATSON**

As Our

**'Bison of the Week'**

As our honoree, we invite you to enjoy . . .

**Free**

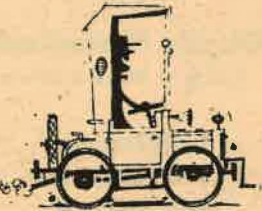
a medium-size pizza at PIZZA-Q

PHONE 268-6408

20-Minute Pick-UP Service

Open 7 Days A Week







**JOHN'S AUTO PARTS**

JOHN BURKETT, Owner

We've got parts for every make and model



1414 E. Race St. 268-6136



**Keepsake Diamond Solitaires**

The ultimate in beauty and brilliance . . . Keepsake Solitaires, guaranteed, registered, perfect.

**Keepsake**

REGISTERED DIAMOND RINGS

**Leslie Jewelers**

319 N. Spruce

For all your

**PRESCRIPTIONS**

**HEALTH NEEDS**

**BEAUTY NEEDS**

SHOP

**Headlee's**

**Clinic Drug Store**

912 E. Race Street

NEAR THE CAMPUS

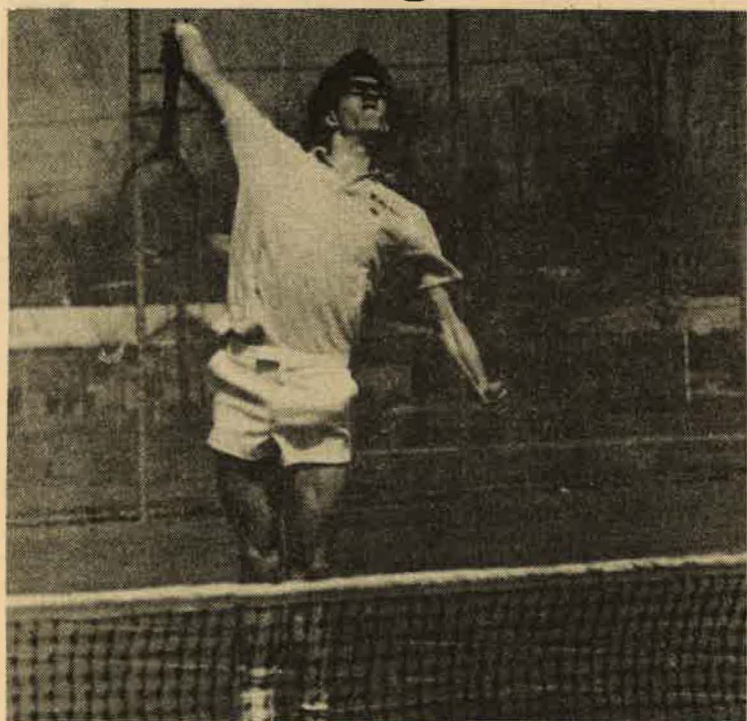
**We Want Your Business**

**John Morris, Harding Class '53**

Owner-Pharmacist



# Tennis big factor in all-sports trophy race



Number one tennis man at Harding, David Hawley, prepares to execute an "overhead smash" in his leading the Bisons to a possible AIC Championship.

— Bison photo by Estes

By Bob Merriman

When May rolls around, Harding and Southern State will still be battling for the Arkansas Intercollegiate Conference all-sports trophy.

With the Harding bowling team holding a 200 pin advantage and the baseball Bisons carrying an early season record of 3-0, the brunt of the contest for the coveted trophy may well fall on the shoulders of Harding's young tennis team.

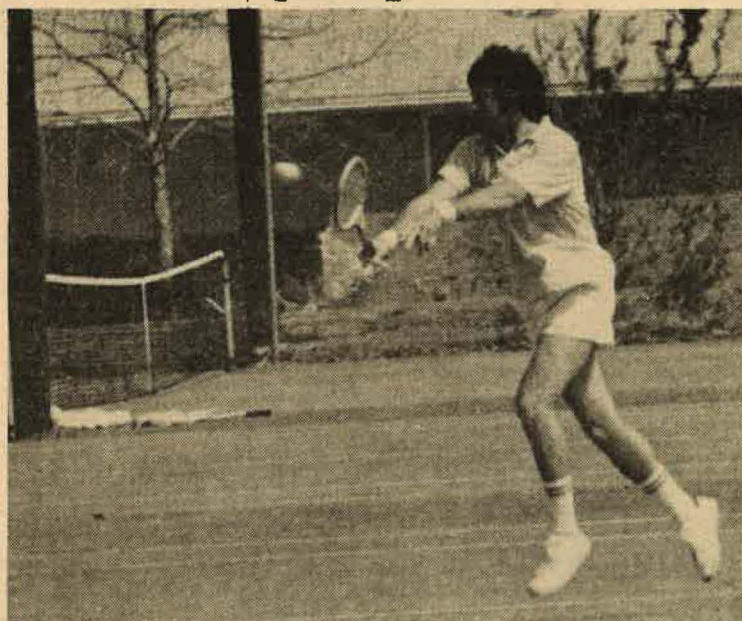
Presently nursing a 1-1 record in AIC competition, the raquet Bisons, according to coach Dean Bawcom, probably have more depth than any other team in the conference.

The Bisons have topped Lipscomb 5-4 and Arkansas State 8-1. During the State contest, David Hawley defeated the reigning AIC singles champion. Harding lost a close contest to Arkansas Tech last week by a score of 5-4. Bawcom said the game could have just as easily gone the other direction, as three of the six starters were on a chorus tour.

Although Bawcom said he does not foresee any other team challenging Harding or Southern State for top spots, he added that such may not be the case in the AIC tournament.

So far, the team has been working on conditioning, in addition to the finer points of the game. In fact, the announcement of tryouts for the team carried this warning: Be prepared to run. Bawcom maintains that his team will have the conditioning when the tournament appearances are set.

"In the kind of weather we have been having, conditioning



Starter Marcus Hogans rushes the net to catch his opponent off guards.

— Bison Photo By Estes

doesn't mean too much," he said, "but in May, it's going to be hot and humid."

The team carries six starters, and four reservists. The starters are junior Dave Hawley, sophomores David Cannon and Marcus Hogans, and freshmen Brad Dell, Jeff Smith and Charles Ganus. Reservists include senior Bill Robertson, juniors Rick Atkins and David Stacys and freshman Steve Davis.

That the team carries a "new look" this year is evidenced in that three of last year's lettermen are on the bench, providing some back-up depth.

"Depth is our greatest strength," Bawcom said. "We

will use the same starters throughout and win at the top and bottom." "We can beat Southern State in depth," he said. There is no reason, on paper, why we can not take all the marbles," he said.

The raquet Bisons take on Southern State today in an singles match, and will play doubles against Ouachita and Henderson tomorrow. Both are away games.

## Tarleton State, Sanford added to Bison Schedule

Two new opponents have been added to the 1973 Harding College Bisons football schedule, head coach John Prock announced.

New teams include Tarleton State College of Stephenville, Tex., and Sanford University of Birmingham, Ala. It will be the first time for Harding to meet either school in collegiate competition.

"Tarleton State is a member of the Lone Star Conference," Prock stated, "and everybody knows the caliber of football in that league. Sanford is an NCAA school and had Carson-Newman and Livingston, two of the top NAIA schools, in their 1972 schedule."

Home games are against Northeast Missouri State, Sept. 15; Millsaps College, Sept. 22; Ouachita Baptist University, Oct. 6; Southern State College, Nov. 3; and the University of Arkansas at Monticello, Nov. 10.

Road opponents will be Tarleton State, Sept. 8; Henderson State, Sept. 29; Arkansas Tech, Oct. 13; Sanford, Oct. 20; and State College of Arkansas, Nov. 17.

## Play Your Cards



## RIGHT

Around the town, around the state,

or around the world!

The only CARDS you'll ever NEED.



**First National Bank**

SEARCY, ARKANSAS—MEMBER F.D.I.C.

Where Banking Service Means Something.

## THE BOUTIQUE BISON HEADQUARTERS

— FOR —

- CORSAGES
- BANQUETS
- WEDDING GIFTS
- BIRTHDAY GIFTS



Planning to use flowers? Consult our Designers for all your needs.

PH. 268-3434

1503 W. PLEASURE



You want have to "FORCE 'A SMILE"-- if you'll leave all your CLEANING PROBLEMS to **HARDING LAUNDRY.**

WHY NOT PUT YOUR DIRTY CLOTHES IN OUR BAG!

**Harding**  
**LAUNDRY & CLEANERS**  
SERVING COLLEGE AND COMMUNITY



"First in Fashion"

**Mam'selle**

121 N. Spring St.

Searcy



# Sportsverein

By King Buchanan

There is something about track that seems to fascinate and hold the attention of all those who take the time to appreciate the sport.

The charisma of track may be the individualness of the competition which is not unlike the "Man against Nature" theme that so many of today's authors are writing about. To see the surging power of a 440-yard runner as he races into the last turn and starts his kick with a burst of energy that neither he nor the spectators knew he had is all a beauty of its own.

One can barely remain still when after having watched this runner through his race neck and neck with another competitor and finally win the race by leaning forward at just the right time.

Each event in track is filled with the fierce individual competition that characterizes the exciting points in other sports. The break-away runners, such as O.J. Simpson, Jim Brown, Gale Sayers and others, epitomize football excitement in their "one man against other men and time" race.

When the Milwaukee Bucks and the Los Angeles Lakers in professional basketball play together where are the fans looking and where are the cameras pointed? Right smack on Jabbar and Chamberlin. Why? Because they entail the best of the big men in basketball and they show a tremendous man against man conflict. Track takes the essence of individual rivalry and places it as the basis for its existence.

Track spectators often feel that the field events (shot put, discus, broad and triple jumps, high jump and pole vault) are the most interesting to watch, because there is no other sport like them. Harding has two freshmen in the field events — from when must is expected. Steve Celsor, high jump, and Dave Bell, pole vault, are not only good friends who live about 20 miles apart in Illinois, but they are also cousins.

Celsor is from Godfree, Ill., where he began jumping in the ninth grade at Alton High. Last year he finished second in the State Championship Meet of Illinois where he cleared 6'7".

"He is fairly consistent in his jumping," said Coach Ted Lloyd concerning Celsor. "Last year he averaged just over 6'4" in all his meets."

In a practice meet a couple of weeks ago Celsor jumped 6'4" and then just barely nudged the bar off at 6'6". He has an advantage in his 6'3" height and hopes one day to be a 7 foot-plus jumper.

"In high school the athlete works up to his senior year in the build-up of pushing himself," said Celsor, "but in college one is on his own. Jumping in college one just has to have more self-motivation."

Harding's high jump record was set by Jessie White in 1968 with a jump of 6'9". Coach Lloyd indicated that to win the conference this year Celsor may have to break that 6'9" mark.

"Celsor usually gets his best jumps in meets so he is a good competitor," Coach Lloyd also said, "I suspect his technique, the Folsbury Flop is possibly the better of the two techniques generally used."

Both Celsor and Bell were agreed that once the team began getting into the meets that they would get things together and be a good, winning group. The two cousins expressed strong confidence in their teammates and Celsor talked particularly about his fellow high jumper, John Vines.

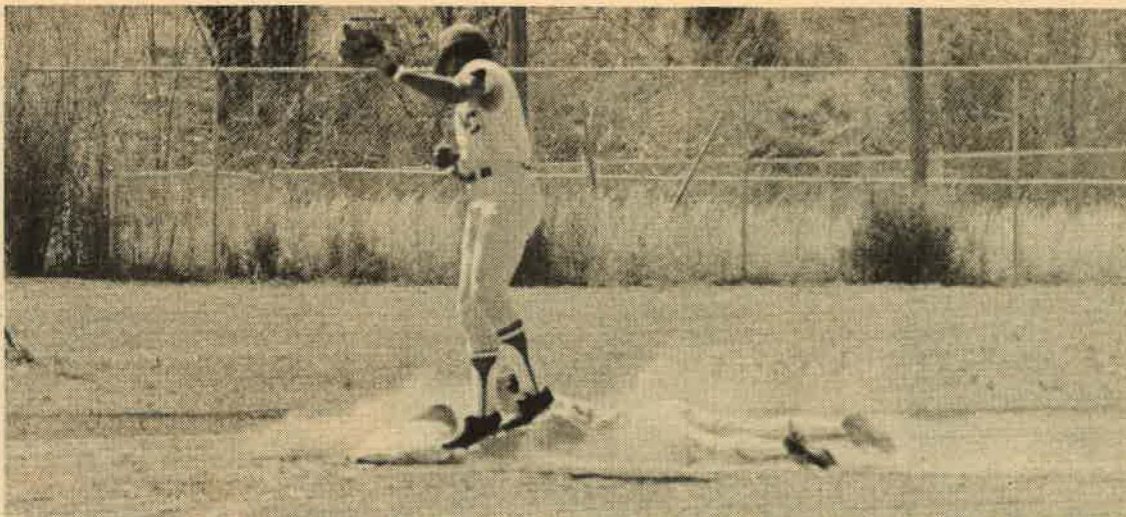
"Changing his form last year messed him up a little," said Celsor, "but he is working on it and when he gets the form down he will do alright. He has fantastic spring and can jump much higher than he usually ends up clearing."

Harding's school pole vault record is 14' and Dave Bell last year year as a senior at Granite City, Ill., had a best vault of 14", so he was a very good possibility of not only setting a new school record, but setting higher the mark that has held for years. Coach Lloyd said that Bell's big problem will be that Harding does not have another pole vaulter to work out with Bell.

"The thing that will hurt me more than anything is that I do not have a teammate to work with," said Bell agreeing with Coach Lloyd. "Last year I had a guy pushing me everyday in practice, but now I don't have somebody to try to beat each time I go up. I also do not have someone to tell me what I am doing wrong."

Mental thinking or attitude seemed to be the most important aspect of either event to Bell and Celsor and they stressed how important it was on their mental preparation to have spectators watching the culmination of weeks of work.

The Harding student body can have a real important effect on our track team's confidence and thus their results. The Bison Relays will take place next Saturday at Alumni Field. The track team will then be making its real debut for Harding this year and Celsor and Bell may have an enjoyable surprise for all of us.



Ronnie Allison slides in safe head first at third in the double header win against Arkansas College March 24. — Bison photo by Estes

## Bisons humble AC twice Friday

By Doug Shields

Harding baseball is off to a successful, if rainy start. Last Friday the Bisons humbled Arkansas College in a double-header with scores of 8-0 and 4-1.

The wins boosted Harding's record to 3-0. The grounds at the city baseball park were too wet to permit a slated game against Freed-Hardeman Monday afternoon.

Freshman pitcher Perry Brown threw a three-hit performance for the shutout and freshman Eddie Adams allowed only five hits in the encore. Mark Moore, Randy Kirby, and Ronnie Allison provided strong defensive play in the infield.

Offensively, Stan Taylor was the big man for the Bisons, ripping a home run in each game. Ron Allison was the most consistent hitter with four hits in seven appearances in the two games. Rusty Schramm collected three hits in seven appearances and stole two bases.

According to Coach Dick Johnson, the Bisons are largely unproven this season. More than

half of the games thus far have been cancelled due to inclement weather. If the freshman pitching continues to produce, the pitching staff will be solid with returning aces Robert Helvering and Joe Matthias. And if the Bisons continue to hit, they

should be able to compete with the top dogs in the AIC — Ouachita, Southern State, and S.C.A.

The Bisons open their conference schedule Saturday in Monticello against the UAM Boll Weevils.



**AUTOMOBILE  
and  
PROPERTY**



**INSURANCE**

We invite faculty  
and students to come  
by and visit us.

**EUBANKS AGENCY**

207 E. Market

268-5838

**BISON CHECKS  
AND COVER  
AVAILABLE AT**



Gold Checks with Bison  
Imprint and Black Cover  
With Gold Bison and  
Harding College Imprint

Member FDIC

268-5831

**It's the real thing. Coke.**  
Trademark

Real life calls for real taste.

For the taste of your life — Coca-Cola.

"Coca-Cola" and "Coke" are registered trade-marks which identify the same product of the Coca-Cola Company.

Bottled under the Authority of the COCA-COLA BOTTLING CO. OF ARKANSAS, Searcy, Ark.